EXHIBIT 2

NYORDER.COM, LLC
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I.   OVERVIEW

NYORDER.COM, LLC ("NYORDER") is aggressively pursuing the $195 billion dollar food delivery/takeout industry market. NYORDER seeks to penetrate the New York market by focusing on company food deliveries for employees. NYORDER will allow customers to browse menus on-line, locate restaurants that deliver to their companies and place orders without the aggravation of telephone ordering.

Here is how it works. The customer simply logs on to the NYORDER website. He or she then inputs the company's name or address and the type of food desired (*i.e.*, Italian, Chinese, deli, *etc.*). The restaurants that deliver to the customer's location at that particular time pop up. The customer can browse the restaurants' menus, place an order, select the payment option accepted by the restaurant and have it delivered at the time the customer desires. NYORDER automatically converts the on-line orders into a fax or e-mail to the restaurant. The restaurants will then process the order and credit card information and deliver the food to the customer.

~~participating~~
The restaurants pay NYORDER five percent of the total orders processed ~~by a particular restaurant~~ each month.

A copy of the proposed screens for NYORDER's website is attached hereto as Exhibit "A".

II.   MARKETING PLAN

NYORDER has targeted industries that will benefit most from the convenience of using NYORDER.

have account set up

A.   Law firms

An attorney working on a ~~particular~~ project for a client often bills that client for any food ordered. An attorney calls up a restaurant, places the order and supplies the restaurant with the corporate account number and the client/matter number. Law firms often ~~set up accounts~~ with ~~certain~~ restaurants. Those restaurants send the bills to the internal accounting departments of law firms which include the name of attorney who ordered the food, the amount ordered, and the client/matter to which the restaurant invoice should be billed . The law firm pays the amount due the restaurant, and the law firm's internal accounting department then allocates the portion of the bill to the respective client/matter.

Clients are either billed every thirty days or when the legal matter is completed. The present

system is inefficient. By the time the restaurant sends the bill to the law firm and the law firm allocates the bill to the particular client, it is several months after the client has been billed or the legal matter has been completed. Thus, if a client pays a $100,000 legal bill, the law firm then has to decide whether to bill the client several months later for a $1,500 food bill. The law firms' internal accounting departments spend an average of 30 to 40 hours per month processing invoices from different restaurants.

NYORDER's solution is to allow attorneys to input the transaction or the client/matter number while they are ordering food. This will allow NYORDER to supply the internal accounting departments at law firms every thirty days with a print out that lists the client matter number, identifies the attorney who orders the food and the amount of the order. Law firms will be able to immediately bill their clients. Attorneys ordering food will not have to reiterate information as their addresses and phone numbers and spend 20 minutes searching for menus. And, more restaurants will have access to these law firms which will result in increased revenues for the restaurants. Furthermore, NYORDER will allow large food orders to be placed. Those orders will allow the customer to designate the different orders by name and to provide special instructions for each item.

The following is a breakdown of the number of law firms in New York City (50+ attorneys, 26-49 attorneys and 11-25 attorneys), the average number of attorneys at each of these law firms, the average number of attorneys who order food per day and the average amount of the order.

Firm size	total firms	Avg. # of attorneys.	# that orders food per day	Avg. amount of order
50+	294	100	20	$20.00
26-49	176	40	7	$15.00
11-25	459	20	3	$15.00

The amount of potential revenue for NYORDER for firms with greater than fifty attorneys is $1,528,800 per year (29,400 attorneys x .20 (percentage of attorneys that order per day) x $20.00 (average food order) x 5 (five days per week) x 52 weeks x .05 (NYORDER's percentage from the order)).

B. Advertising Agencies

In general, advertising agencies invoice clients in the same manner as law firms. There are 251 advertising agencies that are members of the American Association of Advertising Agencies in New York City. An average of 200 employees work at these agencies, and on the average there are 25 orders per night at an average of $15.00 per order. The amount of potential revenue for NYORDER for large advertising agencies is $1,223,625 per year (50,200 employees x .125 (percentage of employees at advertising agencies that order per day) x $15.00 (average food order) x 5 five days per week x 52 weeks x .05 (NYORDER's percentage from the order)).

C.   Accounting/consulting firms

Our market research indicates that large accounting/consulting firms such as PWC, D&T and Oracle do not use the accounting system used by law firms and advertising agencies. The process for billing clients is already automated from an employee's time report directly to job summary by client. These companies have icons on their computers that outlines the procedures for ordering food (for example, lists of restaurants and procedures for billing an order to the client). Accounting/consulting firms would benefit, however, from the convenience of a hotlink that connects their employees to NYORDER.

D.   Other areas

NYORDER has received positive responses from companies in the following areas: architectural firms, investment banks, unions, doctor and dentist offices, Internet companies, employment agencies, engineering companies, entertainment firms, production houses, talent agencies, insurance companies, brokerage houses, real estate agencies, and television and radio stations. It plans to develop marketing plans for each of these areas and develop a tailor-made system that satisfies the particular needs of these respective employees' industries.

III.   COMPETITION

REDACTED

IV. COSTS

A. Initial costs for developing site

One time cost for database (central repository of all data in NYORDER's day
to day business), software(developed using PC operating
systems), hardware(workstations) and bandwith/hosting .... REDACTED

Licensing arrangements (*i.e.*, Mapquest) ....

Marketing Plan ....

Project Manager ....

Programmers ....

Art director ....

Copywriter ....

B. Monthly costs

Office space ....

Security consulting ....

Testing ....

Network consulting ....

Network management software ....

Project manager ....

Programmers ....

Marketing/advertising ....

V.   CONCLUSION

NYORDER is seeking ████████ in seed money to develop the site and a marketing plan, and sign-up restaurants and companies.

3. Accounting/consulting firms

Our market research indicates that large accounting/consulting firms such as PWC, D&T and Oracle would not be susceptible to the accounting system offered to law firms and advertising agencies insofar as the processes for billing clients is already automated from an employee's time report directly to job summary by client. However, these companies do have icons on there computers that discuss the procedures for ordering food (for example, lists of restaurants, and procedures as to when an employee can bill the order to the client). Accounting/consulting firms are susceptible to a hotlink that links their employees to NYORDER when the employee wants to order food.

4. Other areas

NYORDER has receive a positive response from companies in the following areas: architects, investment banks, unions, doctors, dentists, Internet companies, employment agencies/recruiters, engineering companies, entertainment companies, production houses, talent agencies, hotels (order food for patrons), insurance companies and brokers, real setae agencies, and television and radio stations. It plans to develop marketing plans for each of these areas and develop a system that satisfies the particular needs of the employees in these industries.

B. Phase II

III. COMPETITION

REDACTED

IV. COSTS

A. Initial costs in developing site

One time cost for database (central repository of all data in NYORDER's day to day business), software(developed using PC operating systems), hardware(workstations) and bandwith/hosting.............................

Licensing arrangements (i.e., Mapquest)...

Marketing Plan...

Project Manager...

REDACTED

Programmers...

Art director...

Copywriter..

B. **Monthly costs**

Office space...

Security consulting...

Testing...

Network consulting..

Network management software..

Project manager...

Programmers...

Marketing/advertising..

NYORDER.COM

SCREEN ONE

- Company logo, etc.
- List of cities to select

SCREEN TWO

- Select geographic area (the program at this point should automatically select the restaurants that will serve that geographical area)

SCREEN THREE

- Select type of food (after a geographic location has been selected, the customer is offered all the types of food (i.e., chinese, deli, indian) that deliver to that customer's location)

SCREEN FOUR

- Select restaurant (once the customer has selected food by type, they will get all of the restaurants available in that type; selection of the restaurant will automatically bring up the menu of that restaurant)

SCREEN FIVE

- Select menu items (at this point, the customer will click on desired menu items)

SCREEN SIX

- Enter payment information (customer will enter credit card information or account number of business, if applicable)
- Give special instructions for delivery (i.e., enter the floor that the food should be delivered to, if a business)
- While credit card is being processed, an "information screen" should appear letting the customer know to contact the restaurant directly if they do not get their delivery, that their order is being sent to the restaurant via e-mail or fax, how long this restaurant usually takes to complete a delivery, etc.
- When credit card information or account information is approved, the program should automatically send order information to the restaurant via e-mail or fax.

Features to Consider:

- Allowing the customer to save their personal data so that entering their payment information on Screen Six is easier.
- Provide a pulldown screen for "extras/other instructions" (i.e., not too spicy, extra duck sauce, etc.); perhaps a customer should be allowed to enter some limited amount of text.
- Perhaps Screen Six should also allow the customer to enter a client billing number and number and names of persons attending the dinner which the customer can print for billing purposes, if necessary.
- Customer should be able to go back at any point (i.e., they decide they don't want Thai food, so they click back to select a different type of food).
- In order to get businesses to mandate (or strongly recommend) the use of the service,

is there anything we can do which will help them for accounting purposes? I.e., weekly send them statements of usage on their house accounts with restaurants?
- To the extent that we want to offer more than just food delivery, how difficult would it be to insert a screen after Screen Two offering the customer the ability to select which service they want (i.e., food delivery or whatever else we may offer)?

ON-going Barlue

old + change menus

Wellstreet -
— chg it + cap change sign
+ get recept.
— sign signed up
complete cap card.

~~...~~

— chg one
chg ref'd more

~~...~~

— Rebill from overpay'd
mypchu.

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Here is how it works. The customer simply logs on to the NYORDER website. The customer then inputs the company's name or address and the type of food that is desired (i.e., Italian, Chinese, deli, etc.), and up pops the restaurants that deliver to the customer's location and that delivers at the particular time that the customer is ordering. The customer can browse the restaurants' menus, order what he/she wants, select the payment option accepted by the restaurant and have it delivered at the time the customer so desires. NYORDER automatically converts the on-line orders into a fax or e-mail to the restaurant. The restaurants will then process the order and credit card information and deliver the food to the customer.

The restaurants *pays* to NYORDER five percent of the total orders processed by a particular restaurant every thirty days. *each month.*

A copy of the respective screens that will be on the website is attached hereto as Exhibit "A".

II. MARKETING PLAN

A. Phase I

NYORDER's has identified certain *targeted* industries that have been quite susceptible to having NYORDER as an icon on employees' computers. *that will benefit most from the convenience of NYORDER*

1. Law firms

An attorney that is working on a particular project for a client at *often* bills that client for any food ordered. An attorney would call up a restaurant, place the order and supply the restaurant with the corporate account number and the client/matter number that the attorney is working on. Law firms have accounts that are set up with certain restaurants and those restaurant send the bills to the internal accounting departments of law firms which includes the attorney that ordered the food, the amount and the client/matter that the restaurant invoice should be billed to. The law firm pays the amount that is due to the restaurant and the law firms' internal accounting department then allocates the portion of the bill to the particular client/matter.

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time the restaurant sends the bill to the law firm and the law firm allocates the bill to the particular client, it is several months after the client has been billed or the transaction has been completed. ~~For example~~, a client pays a $100,000 legal bill, ~~and~~ the law firm then has to decide whether to bill the client several months later for a $1,500 food bill.

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4.   **Other areas**

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B.   Phase II

III.   COMPETITION

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Marketing Plan...

Project Manager..

-3-

Programmers..

Art director...

Copywriter...

B.   Monthly costs

Office space..

Security consulting...

Testing..

Network consulting...

Network management software..

Project manager..

Programmers...

Marketing/advertising...

Zagat

go to companies and give icon to companies

show them

Company Description

what does the company do

Revenues

what are the revenues
earned
geographic mix

What Segments comprise
what is the purchase of each segment

Relevant news
recent news

How will they advertise
How do you get people to know about this
1.Tangible value
value to costumer
value to rest.
value to corp.

2.Magnitude
3.What is the payback period
write out assumptions

4.Service level agreement

some spelled out in story board
defining that customer
what is the level of service
components--don't want to call restaurants; something goes wrong

different services to whom

positive confirmation that order was received

5.How are we getting paid after every week

scope geography
costs--what is the advertising budget, who do you sign up
hotlink to my site-list of rests then link to it
balance sheet

printing industry
garment industry
tine warner